



www.KCTV5.com  
www.kctv5.com

**KCTV5**  
**FEIN: 42-0410230**  
**4500 Shawnee Mission Pkwy**  
**Fairway, KS 66205**  
**(913)677-5555**

# CONTRACT

<u>Contract / Revision</u> 499135 /		<u>Alt Order #</u> 06381182
<u>Product</u> IAAF FIRE FIGHTERS		
<u>Contract Dates</u> 10/16/12 - 10/29/12		<u>Estimate #</u> 2121
<u>Advertiser</u> International Association Of Fire Fighters		<u>Original Date / Revision</u> 10/17/12 / 10/18/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KCTV	<u>Account Executive</u> Dave Clark	<u>Sales Office</u> TELEREP-WAS
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 152	<u>Product Code</u> 160
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Waterfront Strategies**  
**1010 Wisconsin Ave, NW**  
**#800**  
**Washington, DC 20007**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KCTV	10/16/12	10/22/12	1:00 PM-2:00 PM	1230-3pm		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/16/12	10/22/12	---TF--				1	\$500.00			
N 2	KCTV	10/16/12	10/29/12	KCTV5 News @ 10P	10-1035pm		:30			NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/16/12	10/22/12	M--TF--				2	\$1,200.00			
	Week:	10/23/12	10/29/12	MTWTF--				2	\$1,200.00			
D 3	KCTV	10/16/12	10/29/12	Price is Right	10-11am		:30			NM	0	\$0.00
N 4	KCTV	10/16/12	10/29/12	Letterman	1035-1137pm		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/16/12	10/22/12	M--TF--				2	\$500.00			
	Week:	10/23/12	10/29/12	MTWTF--				2	\$500.00			
N 5	KCTV	10/16/12	10/29/12	Young & Restless	11am-12n		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/16/12	10/22/12	-----				0	\$600.00			
	Week:	10/23/12	10/29/12	MTWTF--				2	\$600.00			
N 6	KCTV	10/16/12	10/29/12	Ferguson	1207x-108x		:30			NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/16/12	10/22/12	M--TF--				1	\$75.00			
	Week:	10/23/12	10/29/12	MTWTF--				1	\$75.00			
N 7	KCTV	10/16/12	10/22/12	2:00 PM-3:00 PM	2-3p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/16/12	10/22/12	M--TF--				1	\$500.00			
N 8	KCTV	10/23/12	10/29/12	Ellen	3-4pm		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/23/12	10/29/12	MTWTF--				1	\$500.00			
N 9	KCTV	10/16/12	10/29/12	KCTV5 News @ 4P	4-5pm		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/16/12	10/22/12	M--TF--				1	\$600.00			
	Week:	10/23/12	10/29/12	MTWTF--				1	\$600.00			
N 10	KCTV	10/16/12	10/29/12	KCTV5 News @ 5P	5-530pm		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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<u>Contract / Revision</u>	<u>Alt Order #</u>
499135 /	06381182

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/16/12 - 10/29/12	IAAF FIRE FIGHTERS	2121

<u>Advertiser</u>	<u>Original Date / Revision</u>
International Association	10/17/12 / 10/18/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount																																							
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Week:		10/23/12	10/29/12	MTWTF--				1	\$700.00																																										
N 11	KCTV	10/16/12	10/29/12	KCTV5 News @ 6P	6-630pm		:30			NM	2	\$1,400.00																																							
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Week:		10/23/12	10/29/12	MTWTF--				1	\$700.00																																										
N 12	KCTV	10/16/12	10/29/12	More in the Morning 6A	6-7am		:30			NM	2	\$700.00																																							
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																																										
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N 13	KCTV	10/16/12	10/29/12	Inside Edition	630-7pm		:30			NM	2	\$1,600.00																																							
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Week:		10/23/12	10/29/12	MTWTF--				1	\$800.00																																										
N 14	KCTV	10/16/12	10/29/12	CBS Early Show	7-9am		:30			NM	4	\$1,000.00																																							
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																																										
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N 15	KCTV	10/16/12	10/29/12	M-F 9-10am	9-10am		:30			NM	4	\$600.00																																							
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Week:		10/23/12	10/29/12	MTWTF--				2	\$150.00																																										
N 16	KCTV	10/19/12	10/19/12	Fri 7-8pm	7-8pm		:30			NM	1	\$2,000.00																																							
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Week:		10/15/12	10/21/12	-----1--				1	\$2,000.00																																										
N 17	KCTV	10/29/12	10/29/12	Mon 9-10pm	9-10pm		:30			NM	1	\$4,000.00																																							
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Week:		10/29/12	11/04/12	1-----				1	\$4,000.00																																										
N 18	KCTV	10/20/12	10/27/12	Inside Edition Weekend	630-7pm		:30			NM	2	\$800.00																																							
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N 19	KCTV	10/18/12	10/18/12	Thu 7-8pm	7-8pm		:30			NM	1	\$6,000.00																																							
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N 20	KCTV	10/24/12	10/24/12	Wed 9-10pm	9-10pm		:30			NM	1	\$4,500.00																																							
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N 21	KCTV	10/22/12	10/22/12	Chiefs 50th Anniv 10/22	7:30-8pm		:30			NM	1	\$2,800.00																																							
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Week:		10/22/12	10/28/12	1-----				1	\$2,800.00																																										
<b>Totals</b>											<b>40</b>	<b>\$37,650.00</b>																																							

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	37	\$32,900.00	\$27,965.00
10/29/12 - 10/29/12	3	\$4,750.00	\$4,037.50
<b>Totals</b>	<b>40</b>	<b>\$37,650.00</b>	<b>\$32,002.50</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



www.KCTV5.com  
www.kctv5.com

**KCTV5**  
**FEIN: 42-0410230**  
**4500 Shawnee Mission Pkwy**  
**Fairway, KS 66205**  
**(913)677-5555**

<u>Contract / Revision</u>	<u>Alt Order #</u>
499135 /	06381182

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/16/12 - 10/29/12	IAAF FIRE FIGHTERS	2121

<u>Advertiser</u>	<u>Original Date / Revision</u>
International Association	10/17/12 / 10/18/12

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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